



TAKE-ONE / AD CONCEPT

Take 10 minutes to create a “take-one” for your product or service. Think of this as an ad or flyer that tests the appeal of an aspect of your venture.

PROMPTS TO GET YOU STARTED:

What’s a headline that would get somebody to voluntarily pick up this piece of marketing?

What imagery do you use? What text?

What does a user need to do to try the product or service?

Where should it be placed for your user to find it?

What evidence and feedback can you collect to see if it works?

1

Draft your “Take One” in the space below

**2****Share and get feedback**

Pair up with a partner and give them your “take one”. Don’t explain it. Don’t say a word! Take five minutes then answer the questions below.

FOLLOW UP QUESTIONS:

Based on the “take one”, what is this product or service about?

Who is it for? Who is it NOT for?

What are you drawn to?

What are you unsure about?

What could make it better?

Anything else?

3

**Switch and react to your partner’s
“Take One” for five minutes.**